

July

Magic Lantern Society
of the United States and Canada



LOOK for those Buttons and roll-over effects

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Click to Check-Out these Advertising Lantern Slides

More about using advertising slides from Reel and Slide, April 1919 on page 11

Lantern Slides

From: Rosemary Mathew

rm230@cam.ac.uk

As a volunteer and retired staff member at Cambridge University Library, I am creating an 'online card index' of the over 10000 photographs, 35mm slides, cartes de visite, etc held in the Bible Society archives. Next on the list are several hundred 'magic lantern slides' approx. 8x8cm on glass, from the 1920s. They were taken in the Middle East by a BFBS employee who was there to try to "sell the holy scriptures to Jew and Arab". They come with a long personal account of his work and travels there, and are a unique pictorial record of the life of that time and place. Of course there is no magic lantern with them and without one it will be like trying to catalogue old black+white snapshots from the negatives only. I would be very grateful for any suggestions as to how I might be able to project these images. (A similar enquiry about the 35mm slides produced several offers of a hand-held viewer which were extremely helpful.) With many thanks,

Rosemary Mathew

Dear David and George,

Thank you both very much for your astonishingly quick response to my email. I am particularly interested to hear about the Scott Polar holdings of slides here in Cambridge. I have had several helpful suggestions from some library colleagues as well, so will now sort out the possibilities in discussion with one or two of them.

It is good to know that lantern slides still have an appeal to so many people. Thanks again,

Rosemary

From David Evans

Dear Rosemary

Thank you for your enquiry. It sounds like a very worthwhile project. At least the slides are positives, rather than negatives! I am wondering if the University has an epidiascope lurking in its AV department. Almost all educational establishments used to have them. That could be used to project lantern slides, but be careful not to leave them in it for too long, as they could get very hot. Another alternative perhaps, as you are doing an online index, perhaps you could scan them with a transparency scanner? That way you would have a digital copy of each slide for storage purposes and you could view it at any size.

I am copying this to George and May Ann Auckland of the British Magic Lantern Society, in case they can come up with more practical help.

Regards

David Evans
Secretary
Magic Lantern Society of US & Canada

Information

Request

From
Larry Cederblom

Was there a lantern, during the years 1914 – 1917, that could project a vertical 3.25 wide x 4 high lantern slide?



<https://www.collectorsweekly.com/stories/262733-babe-ruth-magic-lantern-slide-red-sox?in=activity>



This is a magic lantern/glass lantern slide of Babe Ruth pitching for the Boston Red Sox. The size is 3.25" X 4" (standard lantern size). There is a caption that reads July 11, 1914 - Red Sox George H. Ruth, Chicago Daily News on the bottom of the slide. I know this isn't an accurate description because the original photo is known to have been taken in 1917. But this could simply be a stock slide from a presentation that mentioned his first game in the major leagues. I don't think it was meant to deceive anyone into thinking this is from 1914, but you never know.

This was noted by Lindsay Lambert
see August 2018 E-pub



<https://www.collectorsweekly.com/stories/264063-magic-lantern-walking-stick-1880s?in=user>

From Rob Niederman

The cane projector owner

This exceedingly rare Magic Lantern (gadget) walking stick caught me by surprise early in 2019. As a collector of early American (pre-1900) photographic apparatus and accessories, I thought I had pretty much seen everything over the years; innovative cameras, tripods, exotic lenses and shutters, image plates, powder flash devices, etc. What would normally be a table or desktop projector is concealed in the handle of a gentleman's walking stick. As background, this lantern cane was part of Kenneth W. Davis' famous cane collection and was included in a 2017 sale conducted by Heritage Auctions. In 2018 the lantern cane (and other walking sticks) was sold to a prominent antique dealer.

Inquiry

Magic Lantern Walking Stick, 1880s



I knew the dealer and was told about the lantern cane in 2019. After seeing it displayed at an antique show, I purchased and now display it alongside my collection of early wood and brass cameras. A thorough examination did not find any markings and internet searches have not produced any information about its origins and maker. Hence the reason for reaching out to the ML collector community with additional detail.

The projector works. I thought it was more of a novelty item and it probably is, but it does project an image. I tested by removing the cone portion of the handle (which has the optics) then positioned and illuminated a film transparency in a darkened room. (I didn't want to take the chance of damaging the original glass slides.) The transparency image resolved easily (but somewhat fuzzy due to the primitive optics) from about 3 feet and got larger (and dimmer) as I moved

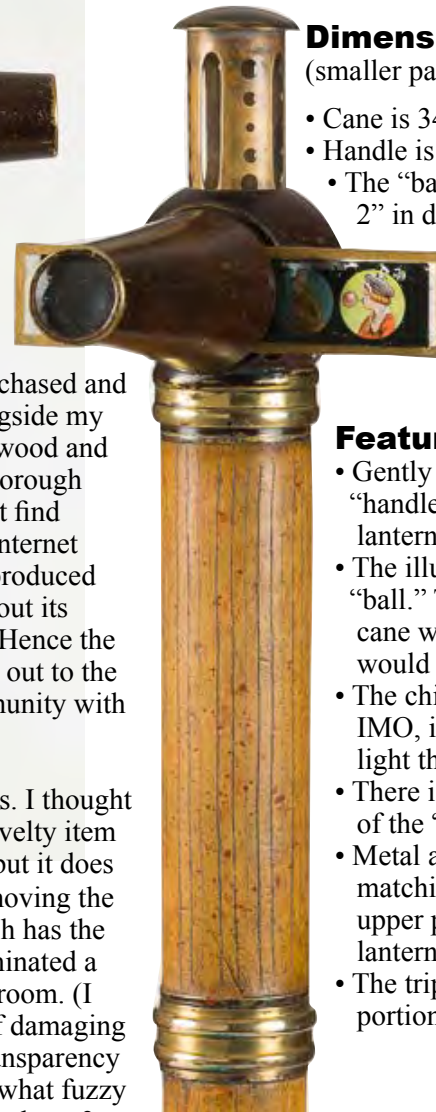
Dimensions/Size

(smaller parts were measured with a micrometer):

- Cane is 34" tall.
 - Handle is about 4.65" end-to-end.
 - The "ball" part of the head is roughly 2" in diameter.
 - Each glass slide is 1" x 4.35".
- The metal thingy seen in one of the pictures holds the slides, and everything stows inside the top of the cane.

Features:

- Gently twisting and pulling the cone "handle" reveals a carriage-slot to hold a lantern slide.
- The illuminant is a cotton wick inside the "ball." There is a reservoir in the top of the cane with extra cotton material ... I guess it would be soaked with a combustible fluid.
- The chimney is pulled up from the "ball." IMO, it would be completely removed to light the wick and then replaced.
- There is a parabolic mirror inside the rear of the "ball" to focus the light.
- Metal adjustable tripod legs (attached to matching wood) are stored inside the upper part of the cane (along with the lantern slides).
- The tripod legs replace the bottom portion of the cane.



Cane photos by Rob Niederman

continued next page

Magic Lantern Walking Stick continued

back. The projected image actually got pretty big at around 10 feet. Yet given that a small flame is the illuminant, as opposed to a bright flashlight, the viewing distance would probably be closer to 3 feet or so for a bright projection.



Other:

- I do not see evidence that the lantern was used, there's no residue inside. But I have checked the optics and it is capable of projecting an image. My guess is that a small flame inside the ball-head would not produce much light for a large projection.
- With tripod legs attached, the cane stands on its own.
- During photography, I purposely placed a glass slide upside-down for one of the pictures. I thought it looked nice that way but aware it is not correct for actual projection.
- Provenance / Attribution: This "gadget" cane came from the renowned collection of Kenneth W. Davis. It is believed to be English and 1880s.

Some brief research so far:

From [Citizen Spectator: Art, Illusion, and Visual Perception in Early ...](https://books.google.com/books?isbn=080783890X)
<https://books.google.com/books?isbn=080783890X> By
 1800, John McAllister had cornered the market by expanding his business in whips and canes to include "prospects" (perspective views), spy glasses, and microscopes. Sales of just a few magic lanterns and camera obscuras earned McAllister a gross profit of twenty-two dollars during the summer of 1804.¹¹

Question ... Was McAllister a possible importer / maker of this cane projector?



**Any information
you might have!**

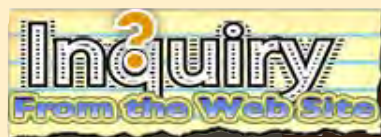
Can You Please Help:

- ◆ Do you have any information who the manufacture was ?
- ◆ Have you ever seen one like this?
(besides the August 2018 E-pub)
- ◆ Was this a one of a kind or have you seen it in a catalog or publication?
- ◆ Would there have been a need to protect the delicate glass slides from the heat of a flame?

*If you have any information
about this cane lantern please,*

Email

Rob (rniederman@usinternet.com) or
 Larry (designerlc@comcast.net)

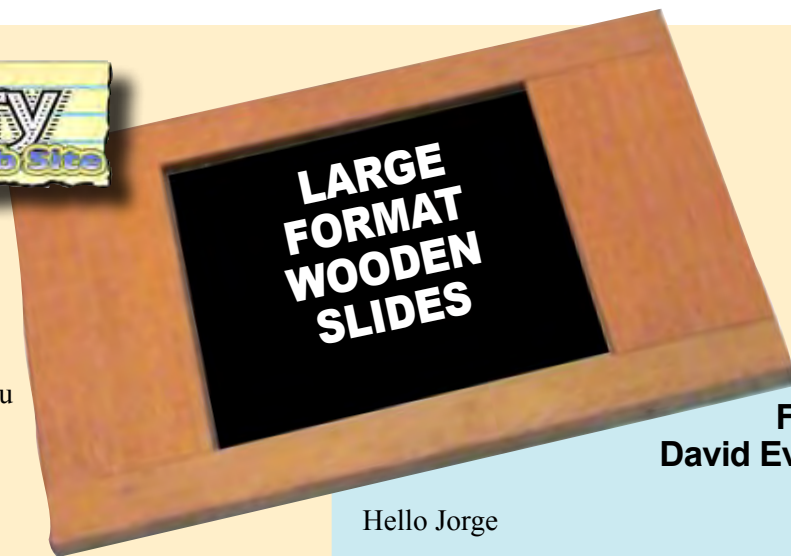


From Jorge L. Crespo Armáiz
ac_jcrespo@suagm.edu

I have several wood frame lantern slides, including some chromatropes. Which type of projector would fit or accept these?? I have 2 projectors but the slide opening is not higher than 4 inches (8 cm).
Thanks

From Jorge L. Crespo Armáiz

Thanks for your prompt response!!
I have 2 projectors. A 1913 Victograph and a 1930 Gold. Both american.
I have several British and American (MacCallister) wooden slides. Some are mostly 4 inches and fit tight. But others are 4 1/4 and a bit larger. I don't want to cut them to fit. I would be a crime I know!
Some are from the Boggs Beale catalog.



From David Evans

Hello Jorge

Thank you for your enquiry. Could you let me know the size of your slides? Most lanterns do take slides of up to four inches, but there were a few that could take much larger slides. Do you have any pictures of the slides?

Regards

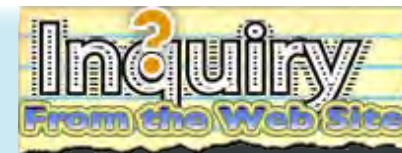
David Evans
Secretary
Magic Lantern Society of US & Canada

Hello Jorge

I measured the stage of the lantern I use most - a large British one. The stage measures 4 3/4", so your wood mounted slides would fit perfectly. So to answer your question, yes, there are lanterns around that would fit them. It seems you have two somewhat smaller versions.

Regards

David



Photography Slides

From Guylaine and Sean
guysean@icloud.com>

Hi,
I have a question about photography glass slides. Can they be damaged by prolonged exposure to natural light? Can they get damaged by exposure to sunlight?
Thank you!

Guylaine Desharnais
Vancouver Canada

Hi Guylaine

They certainly can. I have seen such slides, taken in the 1890s- 1900s, almost totally bleached out by sunlight. Artificial light is not much better. Anyone wanting to display such images should consider making copies of them and displaying the copies. That way the originals are conserved and further copies could be made later..

Thank you for contacting us, and if we can help further do let me know.

David Evans
Secretary
Magic Lantern Society of US & Canada



Magic Lantern Films

From Jennifer Sloan

jennifer.sloan@fuse.net>

Can. You tell me what magic lantern films are worth? Also, if there is a place in or near Ohio where I may sell my lantern, slides and films?

Thank you,
Jennifer Sloan

From David Evans

Hello Jennifer

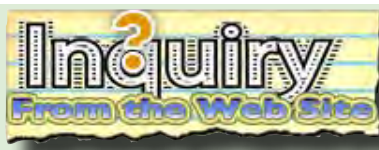
Thank you for contacting us. There is no easy way to establish the value really, as it is ultimately down to what someone will pay and how badly they want the item. We do have members in the Ohio area, but as far as I know, none of them operate businesses in this subject. We could, if it might help, include your request in our next E-publication (July), preferably with a couple more photos of your items, noting that they are for sale and open to offers. It might yield a result. At least a brief description of the subject matter on the films would help.

Regards

David Evans
Secretary
Magic Lantern Society of US & Canada

From Jennifer Sloan

Thank you. They have been sold to a gentleman in the UK.



Question About Wilfred Grenfell Slides

From Brandi Bogue

brandiebay@gmail.com

Hello!

I have a question regarding magic lantern slides of the Wilfred Grenfell expedition of Labrador. I know that he made slides to use in presentations.

My question is whether they were made available to the public in duplicate.

Thank you,
Brandi Bogue

From David Evans

Hello Brandi

Thank you for your enquiry.

He led a mission to Labrador and had a hand in mapping the coast of the place too, so was quite high profile there.

We will add your query to our next monthly E-Publication, in case any of our members have some knowledge of this expedition.

Let us hope for a suitable response.

Regards

David Evans
Secretary
Magic Lantern Society of USA & Canada



Transfer of Glass Slides

From David Tyson

david@tysoncommunications.com>

I am a video producer and have a client that wants to transfer images from Civil War era glass slides to digital format for a documentary project on Magic Lanterns shows. I am looking for the best quality image transfer possible. Do you have suggestions as to whom to contact? I am in Raleigh, NC and would very much like to have someone in driving distance, as the slides are obviously fragile and irreplaceable and my client does not want to ship them.

Any suggestion or advice on this would be greatly appreciated.

Thank you,
David Tyson

Tyson Communications
813 Van Thomas Drive
Raleigh, NC 27615
919-696-6512

The best way is to use a high quality transparency scanner - there are several. I use an Epson Perfection 4870 which is quite old now, but there are modern versions of it available. Simple, quick and high quality.

Regards

David Evans
Secretary
Magic Lantern Society of US & Canada

Argand Light Source in Magic Lantern

From: Joel Paradis

jptinsmith@roadrunner.com

Hello,

I just stumbled across your site and while my focus is not on magic lanterns I did take serious notice of one that was selling in England because the light source is a small an Argand type lamp - this sort of lighting is of particular interest to me. I purchased it a good 10 to 15 years ago and am curious to learn more about the lighting sources used in early magic lanterns - I've seen many using kerosene lamps and of course electric in later years.

Based upon the Argand lamp I think it must date at the latest the early 1860's but probably much earlier - perhaps as early as the 20's or 30's and since Argand lamps were not inexpensive the lantern was most likely owned by an English family of considerable means.

From David Evans

Hello Joel

Rather an involved question! There was a good treatise on magic lantern illuminants in a book entitled 'Servants of Light', produced by The Magic Lantern Society (the British one) in 1997 ISBN 0 9510441 4 1 which may well be available from book suppliers, eBay etc. If you can find a copy you would probably find it helpful.

Basically, the Argand lamp was invented by Francois-Pierre-Ami Argand in Switzerland in 1783. It originally burned tallow or thick

Solar lamps, based upon the same principle as Argand lamps, were introduced in the 1840's and I've wondered if any magic lanterns were made utilizing them. The solar burner was more efficient than that of the Argand lamp and gave off more light.

I expect that there must be at least a few magic lantern enthusiasts who are interested in the progression of the light sources utilized in the lanterns and if you think this might be of interest to them, or really anyone, I'd be glad to share photos of my find. And of course I'd like to learn more about the types of lamps used in pre-kerosene era lanterns.

Many thanks for any help you might be able to provide,

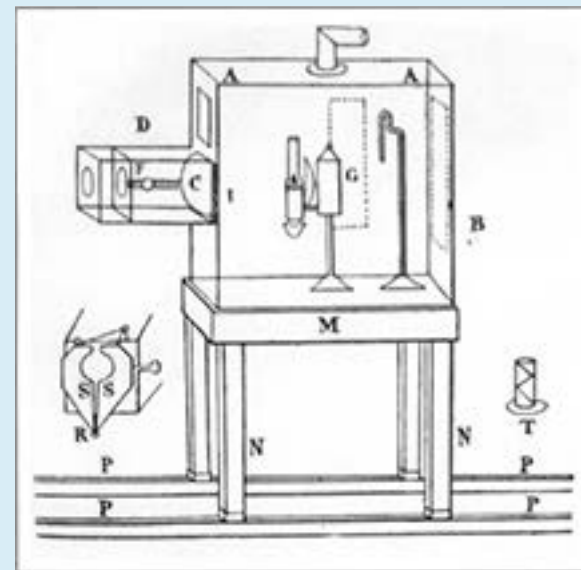
Yours,

Joel Paradis
JP-Tinsmith
www.jptinsmith.com

oil, which had to be pre-heated before it would burn. The brilliance could be increased by treating the oil with camphor, and the lamp was the best illuminant for magic lanterns for the next 100 years.

The first magic lanterns used candles, the last, electric arc lamps, and in between, at least for public shows, limelight.

Solar illumination was experimented with in the mid-eighteenth Century, especially with projecting microscopes but, being weather-dependent, it



Roberson's Fantoscope, with its Argand lamp. From Etienne Gaspard Robertson, *Memoires recetifs, scientifiques et anecdotiques d'un physicien-aeronaute*, 2 vols. (Paris: Etienne Gaspard Robertson, 1831-33).

was not wholly successful, though solar microscopes did sell quite well for a time. If you could send us an photo of your lamp we could include it in our next E-Publication (July) as I am sure some of our members would be interested to see it.

Thank you for contacting us.

David Evans
Secretary
Magic Lantern Society of US & Canada

California Gold Rush Daguerreotypes



<https://www.daguerreiansociety.org/2019-conference-and-show/>

From Suzanne Wray

gribble@earthlink.net

Hi, David,

Another great issue of the Epub, thanks. How I wish I could get to that symposium in France later this month.

Glad to see the International Panorama Conference information included: I will be attending that and presenting a paper.

This might be something for the Epub-a show of California Gold Rush Daguerreotypes at the Nelson Atkins Museum in Kansas City. The Daguerreian Society will be having a conference in Kansas City Oct 3-6. See link below.

I attended their conference a few years ago in New York and it was excellent. Think that I will have to go again this year to see this show.

<https://www.daguerreiansociety.org/2019-conference-and-show/>

Suzanne

The California gold rush was the first broadly significant event in American history to be documented in any substantial depth by photography. After gold was discovered at Sutter's Mill in 1848, thousands made the journey to California. Daguerreotypists too made their way west, not in search of gold, but to capitalize on the ready market of potential customers. Establishing studios in the larger cities, some ventured into the gold fields in photographically outfitted wagons.



Unknown maker, American. Gold miner, ca. 1850. Daguerreotype, 4 1/4 x 3 1/4 inches. The Nelson-Atkins Museum of Art, Kansas City, Missouri. Gift of Hallmark Cards, Inc., 2005.27.115.

To Members of the Society

Arrange a private showing

Educational Lantern Slides

From Tom Rall

marketflea@aol.com

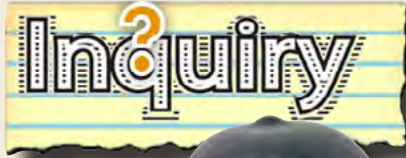
Hi David,

Just saw your post in our society epub. I rest assured you're familiar with the slides produced by the NY State Department of Visual Instruction. If so, I have several thousand for sale for as little as 25 cents each; and several hundred priced in the \$3 to \$9 range mostly. Also have a partial Keystone History Set I'd consider selling.

My collection, including a few hundred NY slides, also has complete Keystone 600 and Primary 300 sets, along with a few thousand other interesting photographic slides, mostly of US subjects, if you and or any other society member would like to arrange a private showing. And I normally offer for sale a few thousand slides every Sunday at The Flea Market at Eastern Market on Capitol Hill in Washington, DC. See easternmarket.net for more info.

Tom

Tom Rall, Director
Diverse Markets Management
1101 N Kentucky St.
Arlington, VA 22205
marketflea@aol.com
703-534-8220



Mirroscope

From Tom Jaworski
tj@midopt.com

To: Suzanne Wray
gribble@earthlink.net

Hi Suzanne,
I saw your name in an old Magic Lantern Gazette and thought I would ask you a question.

I have this vintage mirroscope that could be a 1912 acetylene gas model but it doesn't say 1912 anywhere on it. Would you happen to know anything about this? Is this indeed a 1912 model or is it an older model.

Any help would be appreciated.

Thank you.

Regards,

Tom Jaworski
Quality Systems Manager
Midwest Optical Systems, Inc.



From:
Suzanne Wray
gribble@earthlink.net

Hi, Tom,

I'm not an expert on the lanterns themselves, but I can put you in touch with David Evans, who is the editor for the Magic Lantern Society's Epub, a month emailed newsletter for members. Queries about vintage lanterns can be published in the

Epub and there is generally a member who can give information.

I've CC'd David Evans on this reply, and added your images. I hope that you will be able to get a date for your mirroscope.

Best,
Suzanne Wray

From David Evans

Hi Tom and Suzanne

The link here might help:

<https://www.rubylane.com/item/509419-GS6985/Magic-Lantern-Mirroscope-Projector-g>

I think the gas/electric periods overlapped for some years, so the best we can probably say is circa 1912. We will put it in our next E-Publication in case one of our members has further information. Four different models of it were advertised in Gamages of London catalogue in 1913.

Thank you for contacting us.

David Evans
Secretary
Magic Lantern Society of US & Canada





<https://shelbyohiomuseum.com/>

From the Shelby Museum of History

In August of 2018, Ron and Dorothy Easterday and Ron's sister Karen Parsons, after considerable email correspondence concerning their Easterday and associated families that once lived in our local area, arrived on a visit from their home in Washington State.

They enjoyed our museum and especially took note of our Magic Lantern. Imagine our surprise when they later presented us with 10 lantern slides!

Thank you Ron, Dorothy and Karen for donating this gift of previously undiscovered Shelby history!



Donation by the Easterdays



W.J. Higgins
(William John)
Jeweler
40 West Main St.
Shelby, Ohio
c1900 - 1925

more about
advertising
slides next page



REEL AND SLIDE MAGAZINE

APRIL, 1919

NO. 4

VOL. II

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Advantages of Slide Advertising Compared With Other Media By Joseph Coufal

With the coming of spring and more favorable weather conditions, millions of American people will come out of their winter homes, so to speak, and naturally their thoughts will drift to making purchases for their spring and summer needs. Retailers everywhere are reporting a particularly keen demand for advertised merchandise and the manufacturers who are lending their aid in dealer cooperation are reaping the benefits in large and increased sales.

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There are many ways in which the retailer can be helped to sell the advertised product, but it is doubtful if there is any more direct or more economical method than that presented by the power of the motion picture screen. Media of other kinds, while meritorious, cannot command the attention of all its readers like the screen can, neither can any other media present the advertisement as an individual copy at a time and in correct colors as an advertising slide can. Furthermore, each slide being prepared for the individual dealer, the name and address of the local agent alone appears on the advertising copy so that direct and immediate results are assured.

When you stop to consider that a beautifully hand-colored slide with dealer's imprint neatly set up in type can be secured for 20 cents, and taking one month of thirty days as a basis for exhibition, we find that a slide costing two-thirds of a cent per day is read on an average by 3,000 people daily. When you further consider that this slide will reproduce your article, package, trademark or illustration in exact colors and that your advertising copy will reach the reader at a time when his entire attention is focused on your advertising space, you cannot help but admit that advertising by slides deserves the consideration of every advertising man.

As the movie theater is patronized by young and old alike and both sexes as well, anything that the public buys can be successfully advertised on the screen. By way of illustration, we have only to point out that \$3,500 King 8 cars are advertised directly following the \$1.00 Gem safety razor, and on the same screen you will find the slides of:

Pope bicycles

- | | |
|------------------------------|-----------------------|
| A. D. S. products | Heinz food products |
| Uneda biscuits | Gillette razors |
| Columbia window shades | |
| Stetson hats | Pyrox |
| Nemo corsets | Grover shoes |
| Rexall remedies | Edison phonographs |
| Pathe phonographs | Cats Paw rubber heels |
| Royal baking powder | |
| Douglas shoes | |
| S. & H. green trading stamps | |
| Standard Oil products | |
| Cosmopolitan magazine | |
| Fahy's watches | |
| Kayser gloves | |
| N. Y. Telephone Company | |
| Eveready daylo flashlights | |
| Whitman candies | |
| Lucas paints | |

continued next page

Advantages of Slide Advertising continued

The cuts used in this article are by permission of the Standard Slide Corporation, 209 West 48th street, New York, and are black and white reproductions of some of their work. The original designs were conceived and executed in the art department- of this concern.



A Big Thank You to the following:

contributing to this months issue.

Jorge L. Crespo Armáiz
Brandi Bogue
Guyline Desharnais
David Evans
Tom Jaworski
Rosemary Mathew
Rob Niederman
Joel Paradis
Tom Rall
Jennifer Sloan
David Tyson
Suzanne Wray

Now it's your turn to share!

Do you have a favorite site or a collection of images you would like to share with the rest of the society?

E-mail Larry



**Magic Lantern Society
of the United States and
Canada**

Convention 2020

19th International Convention

**June 11-14, 2020
in Cleveland, Ohio, USA**

RILEY'S SLIDES

are good slides, and the prices are reasonable.

We carry a stock of 35,000 available for rental. Send for our Catalogue "W" giving full particulars.

We are equipped to make any kind of a slide; we do work for Columbia University, Metropolitan Museum of Art, N. Y. City, etc., etc., etc.

Give us a trial on your next Order.

Riley Optical Instrument Company

(Incorporated)

(Successors to Riley Bros., Est. 1883)

150 Fifth Avenue, New York, N. Y.

From Reel and Slide 1919